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Government
Publication

Netherlands

NHA 8019

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Printed in Canada
Produced by CMHC

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GEOGRAPHY

The Netherlands is located in Western Europe, bordering the North Sea, between Belgium and Germany. The total area of the Netherlands is 37,330 km². The land area is 33,920 km². Land boundaries total 1,027 km; shared with Belgium 450 km, and Germany 577 km. The climate is

temperate; marine; cool summers and mild winters. The terrain is mostly coastal lowland and reclaimed land (polders); with some hills in the southeast. Natural resources include natural gas, petroleum, and fertile soil.



DEMOGRAPHICS

The population of the Netherlands reached 15.4 million in 1995. This is divided by age groups as follows:

0-19 years: 24%
20-65 years: 61%
65+ years: 15%

The population growth rate was 0.53 percent in 1995. The birth rate was 1.24 births per 100 population. The death rate was .85 deaths per 100 population. The net migration rate was 2.2 migrants per 1,000 population.

ECONOMIC OVERVIEW

This highly developed and affluent economy is based on private enterprise. The government makes its presence felt, however, through many regulations, permit requirements, and welfare programs affecting most aspects of economic activity.

The trade and financial services sector contributes over 50 percent of GDP. Industrial activity provides about 25 percent of GDP and is led by the food-processing, petro-chemical, and metal-working industries.

The highly mechanized agricultural sector employs only 4 percent of the labour force, but provides large surpluses for export, and the domestic food-processing industry. Indeed the Netherlands ranks third worldwide in value of agricultural exports, behind the U.S. and France.

Rarely has the Netherlands enjoyed such international acclaim for the performance of its economy and adjustment to global change as in the last few months. The figures may not be spectacular in comparison with some economies in Asia and that of the U.S. but in a European context the Netherlands is cited as a model for the way in which EU member states should get ready for the EMU. GDP growth at an estimated 2.7 percent in 1996 was more balanced than in previous years with consumer expenditure and investment purchases by business and government, as well as exports, showing healthy increases. Stocks listed at the Amsterdam bourse surged by 30 percent on average and, interestingly, did not always follow

the mood on Wall Street. With consumer confidence being the strongest in 7 years and industrial order books well-filled, prospects are for another successful year in 1997. The rising dollar will only contribute to the rosy picture: any inflationary effects will be amply compensated for by additional revenue from international operations and natural gas sales. At an anticipated GDP growth of 3-3.5 percent this year, the government will be in a position to push back national debt faster than planned. The consistently shrinking budget deficit will contribute to accelerating the pace.

Economic growth in the Netherlands is picking up. Real Gross Domestic Product (GDP) grew 2.4 percent in 1995, and was forecast to grow 2.5 percent in 1996. Growing world trade will continue to boost Dutch exports despite the strong guilder. Labour costs remain under control. Inflation is low at around 2 percent, but inflationary pressures loom over the next year or two. Despite economic growth, unemployment is expected to be at around 7 percent. The public sector deficit continues to be whittled away, but public debt, \$421 billion or 78% of GDP, remains above the target set out in the Maastricht Treaty for economic and monetary union. Indications are that public debt will be reduced progressively in the next few years. Public opinion seems to support a smaller state sector and social security system, but reform remains politically touchy.

POLITICAL OVERVIEW

The Netherlands is a constitutional monarchy with a parliamentary form of government. The Monarch (Queen Beatrix) is the titular Head of State; however, the Council of Ministers (the Cabinet plus representatives of the Netherlands Antilles) is responsible for government policy. The Ministers, collectively and individually, are responsible to Parliament, but do not serve in Parliament.

The Dutch Parliament (also known as the “States General”) consists of two houses: the First and Second Chambers. The Second Chamber is the more influential of the two chambers. It consists of 150 members elected on party slates for four-year terms under a system of proportional representation. As a result, members represent the whole country rather than individual constituencies as in Canada. The difficulty of winning an absolute majority under this system has given rise to a tradition of coalition governments.

Canada shares a very special relationship with the Netherlands based on bonds of kinship and affection forged by the liberation of the Netherlands mainly by Canadian troops during the Second World War. It is also a very dynamic relationship based on strong political, cultural and trade ties.

There are very few bilateral irritants between Canada and the Netherlands with the import prohibition on Canadian fur and the Polygram issue being notable exceptions. Despite occasional differences, Canadians can be confident that the

high level of trust and respect which exists between Canada and the Netherlands will continue to foster constructive dialogue, cooperation and partnership in advancing many of Canada’s most valued international objectives and interests.

The Netherlands remains an important interlocutor on a broad range of multilateral economic, commercial and related issues. It is a strong moderating voice in the European Union, arguing against increased subsidies and expanded EU protectionism, and supporting a positive EU stand in multilateral fora and an integrated Europe open to third country trade. The country is a strong proponent of the EMU and meets all the criteria with the exception of national debt. Canada and the Netherlands cooperate closely on a range of issues in the OECD, IEA, WTO, UN and other fora.

The Dutch people are environmentally conscious and concerned with sustainable development of resources. They are an important interlocutor for our International Forestry Partnership Program. The Netherlands is sensitized to the inter-relationship between energy and environmental issues, and accordingly, it shares a special interest in Canada. Given its energy requirements, particularly that of diversifying from natural gas, it is a potential customer for Candu nuclear reactors, although the prospect of increased nuclear power generation remains a sensitive political and social issue in the Netherlands.

Bilateral trade between the Netherlands and Canada in 1995 totalled \$2.6 billion, 64 percent or \$1.664 billion of which represented Canadian export sales to the Dutch market. The Netherlands is one of the few countries in Europe that has shown a consistently positive trade balance in postwar years. It furthermore has for a long time been the 3rd largest market for Canada in Europe but the ranking slumped to the number 6 position in 1994.

Based on statistics for the January-September 1996 period, we speculate that the Netherlands will climb back to the 4th largest market in 1996. Canada's exports in the first 11 months of 1996 stood at \$1.425 billion, about equal to the figure of the year before.

Canadian exports to the Netherlands are dominated by primary and semi-fabricated materials. Metal ores, metals, forest products, basic refinery products and unprocessed farm products make up well over 50 percent of overall shipments. While the share of manufactured products, such as computer and office equipment, electronics, machinery and instrumentation is slowly rising, the demise of the Fokker company anticipated this year will have an impact on Canadian sales of aircraft engines. Imports from the Netherlands into Canada were worth \$948 million in 1995, a record high that may not have been reached last year. Agri-food products, chemicals, textiles, consumer electronics and specialty photo-copying equipment are the leading categories on the list of Canadian purchases of Dutch products.

The strong guilder in recent years, Canada's traditionally favourable investment climate, the North American Free Trade Agreement, and an ample supply of Dutch investment capital, all

continue to attract Dutch investments and entrepreneurial immigrants to Canada. Dutch companies having significant investments in Canada include Philips, Unilever, Shell, ING Group, Akzo-Nobel, Hoogovens and Bio-Intermediair among others, and Dutch investment in Canada is estimated at close to \$4.5 billion. Canadian direct investments in the Netherlands are growing and now exceed \$1.7 billion.

The strong guilder, family ties, Dutch interest in independent travel and natural settings, and relatively stable economic growth in the Netherlands have all contributed to a large and growing number of tourists visiting Canada in recent years. In 1996, about 120,000 Dutch tourists and business travellers visited Canada, ranking the Netherlands as Canada's 4th largest source of tourists in Europe (9th worldwide). Expenditures by Dutch tourists in Canada in 1996 may well have been close to \$100 million.

Visiting friends and relatives is no longer the major reason for Dutch travel to Canada. A growing percentage is discovering Canada as a holiday destination, and an increasing number of packages are being offered by Dutch tour operators. KLM Royal Dutch Airlines connects Amsterdam with 3 major Canadian cities, and Air Canada and Canadian Airlines International make various Canadian destinations easily accessible through such European hubs as London and Paris. Canada is also served directly from the Netherlands by several charter companies, including Canada 3000, Air Transat and Martinair Holland. Royal Airlines, a Canadian charter company, is scheduled to start flights from Toronto to Amsterdam in May 1997.

HOUSING SECTOR

Overview

In 1995, the Netherlands had approximately 6.49 million households within its population of 15.52 million inhabitants. In the same year, a total of 12.49 billion ECU (1 ECU = 2.15 Dfl) was spent on new housing construction (6.56 billion ECU), renovation and housing rehabilitation (5.93 billion ECU).

Major Participants in the Housing Industry

Various organizations support the development of the housing industry in the Netherlands:

- The Ministry of Public Housing, Physical Planning and Environment publishes the BOUWBESLUIT document that sets out building regulations with measures to stimulate the use of environmentally-friendly construction materials.
- The Centrum Hout, in Almere, a “wood information centre” funded by the Dutch Timber Trade and Joinery Industry, is very active in disseminating information on applications of wood in buildings.
- The Bouwcentrum Advies B.V. is a private organization providing consulting services to clients of the public and private sectors in connection with construction. This group has surveyed the obstacles and opportunities for increased use of wood for buildings.

Various factors contribute to create a negative environment for Canadian wood-frame housing exporters. For instance, the very powerful local traditional concrete and brick construction industry creates lobby pressures and exports to surrounding Western European countries, mostly to Germany. This is a major obstacle to the progression of wood-frame housing in the Netherlands.

Another factor is the wood-frame technology developed by the Dutch. This technology is widely spread throughout the country and a good number of small contractors are active in the area of on-site

customized housing construction. Therefore, few wood-frame housing imports are needed.

Some of the competition originates from Scandinavian lumber and wood-frame housing companies and Belgian wood-frame housing companies which are present in the country's South market. A small number of log homes are imported from Sweden and Finland. Four Canadian manufacturers of log homes are represented in the Netherlands:

- Dow and Duggan Log Homes, represented by Felix Canadian Log Homes B.V.
- Habitations Internationals (INTERHABS), represented by B. Stavert
- Patriot Log Homes, represented by Different Dimension
- World Wide Log and Lumber Company Inc., represented by Olympia Systeembouw

Local Technology

In the Netherlands, 80 percent of the housing stock is attached or semi-detached. This is partly due to the very high density of developments especially in the western part of the country where row-housing styles predominate. The housing market is also characterized by its very few secondary residences as compared to the concentration in other parts of Europe.

In the view of local analysts, the cost of wood-frame housing is equivalent to that of traditional concrete constructions. The major problem encountered with wood-frame housing is the land shortage for detached housing.

A new element was recently introduced in the housing construction industry. As part of its environmental policy, the Ministry of Environment will support efforts to obtain a 20-percent increase in the use of wood in buildings as a renewable material. More than 30 organizations, ranging from Ministries to the Trade Union or the wood and construction sector (CNC), the Netherlands Architects Association, the Netherlands Interior Designer Association and others alike, have confirmed their support for this initiative.

Wood-frame Housing Market Characteristics

Typical wood-frame housing in the Netherlands includes:

- concrete blocks and bricks at ground level, with wood on top level;
- wood panels inserted into concrete structures; and
- wood-frames and brick cladding.

An increase in the use of wood and concrete mix in housing construction projects has been observed.

Wood-frame housing construction is relatively well developed and stable in the Netherlands although it only constitutes some 5 to 6 percent (5,000 to 6,000 units) of the country's total housing starts (individual housing). A few wood-frame 4-5-storey construction projects can also be found throughout the country.

Despite the efforts deployed by the Dutch Timber Trade Association and the Association of Timber Frame Builders to promote the advantages of wood-frame housing in terms of better insulation and design flexibility, some reluctance remains within the population toward wood-frame housing. Wood is perceived as less durable and fire resistant, requiring more maintenance than conventional concrete or brick homes. Most of the overall wood-frame housing built in the Netherlands has brick cladding and is very similar in appearance to traditional units.

The market for log homes is small and limited to the Eastern part of the country where these are used as principal residences, usually very small construction projects. The limited secondary residence market is also a factor in the low demand for log homes.

Housing Components

Wood windows and doors are very present in the housing market although PVC seems to be gaining acceptance. Dutch customers increasingly prefer softwood to tropical hardwood from an environmental standpoint, primarily due to forest preservation considerations, although tropical hardwood continues to be used for joinery applications. PVC, aluminum and steel components dominate the commercial building market.

Partly due to the strength of the substantial Dutch joinery industry, the competition is considerable and aggressive within the window and door industry. There have never been substantial imports of finished and semi-finished construction products from Canada. As a rule, housing components are not subject to national or other standards. Local building companies usually require customized windows and doors as well as quick delivery. This factor explains the absence of foreign competition outside specialty product exporters.

Housing Extensions (patios, porches and solariums)

Local experts agree that there is very little market for this category. The market for add-on conservatories, called "serres" in Dutch, has developed well in recent years but is dominated by European suppliers of metal/PVC products.

Lumber and Other Commodities

The Netherlands imports most of its wood from Scandinavia and Eastern Europe. Baltic countries have recently increased their exports to the Netherlands. Canada's market share accounts for approximately 2 percent of the total market. It should be noted that certain contractors prefer Canadian wood to that of other sources.

There has been a considerable decrease of Canadian exports to the Netherlands in 1995 in rough sawn softwood lumber. Planed softwood and hardwood lumber, however, has increased. Overall, Canada is a small wood supplier to the Netherlands, although there are opportunities for softwood and hardwood lumber as replacements for tropical species (e.g., Western Red Cedar and "Hemfir" for joinery applications).

Local Housing Activities

According to Euroconstruct, residential housing construction experienced significant gains in 1994 and 1995 over the previous years, with respective increases of 16 and 9 percent, in new housing completions. Persistent housing shortages, combined with rising rental rates, have notably stimulated the demand, particularly with owner-occupied housing. Unlike most Western European countries, the rental versus owner-occupied ratio observed from the Dutch building stock is still slightly in favour of rentals.

Table 1:
Housing Completions and Forecasts (in thousands), 1994-2000

Housing	1994	1995	1996	1997	1998	1999	2000
1 + 2 Family dwellings	65.4	75.0	72.0	75.0	75.0	75.0	75.0
Flats dwellings	22.0	25.0	24.0	25.0	25.0	25.0	25.0
Total dwellings	87.4	100.0	96.0	100.0	100.0	100.0	100.0

Source: *Euroconstruct*, European Construction to 2000, October 1995.

These figures, however, could change since more than half of the housing stock will soon be owned by its occupants. In 1996, due to the high level of output of both previous years, there was a 5% drop in housing completions.

New Residential Construction

In the medium term, the outlook for new residential housing construction is stable. The average number of housing completions is expected to fluctuate at an annual rate of 100,000 housing starts.

Annual variations in the area of 10 percent are possible within this market in view of the country's conversion to increased planning procedure decentralization and more stringent rental regulations. New residential housing developments will be restricted to specially-allotted urban areas, and new construction outside these areas will be limited in proportion to the natural demand emerging from each community. Table 1 shows housing completions and forecasts for the period 1994-2000.

Repair and Maintenance

Housing repair and maintenance expenditures have progressively decreased since 1994. A

turnaround was expected by 1996 with a 1.2-percent increase and an average growth of 0.7 percent for the remaining three years to 2000.

Factors Affecting the Demand for Housing

Beginning in 1995, population growth in the Netherlands has slowed down to an annual average below 0.4 percent, more than half of which is due to net immigration. The share of the under-19 age group is stabilizing at 24 percent, while the 65 and older age group will continue to rise up to 15 percent. As a result, the share of the reproductive age group will slightly decrease.

In 1994, the economy recovered from a cyclical low in 1993 and the GDP growth rate accelerated in 1995. Fixed capital formation, which only slightly increased in 1994, contributed to a healthier Dutch economy in 1995. For 1996, investments were expected to rise at a much lower rate but will remain, together with exports, the main basis for economic growth. GDP growth is expected to average a yearly 2 percent at the end of the nineties.

EXPORT OPPORTUNITIES AND STRATEGIES

Canadian Trade Patterns

Traditionally, Canadian wood and wood product exports to the Netherlands have been primarily sawn lumber and sheet materials, rather than manufactured and semi-manufactured products. Canadian wood-frame housing companies active in the Dutch market have entered into joint ventures with small and specialized companies. As a rule, the Dutch partner will customize housing plans to meet the needs of the clientele. Plans are then forwarded to the Canadian partner to produce and subsequently ship parts and materials back to the Netherlands.

Four Canadian manufacturers are currently supplying local Dutch partners with customized log-type housing:

- Dow and Duggan Log Homes, represented by Felix Canadian Log Homes B.V.
- Habitations Internationales (INTERHABS), represented by B. Stavert
- Patriot Log Homes, represented by Different Dimension
- World Wide Log and Lumber Company Inc., represented by Olympia Systeembouw

Some Canadian housing construction product manufacturers have shown interest in the Netherlands market. The Canadian Embassy occasionally receives enquiries regarding the Canadian hardwood strip and parquet flooring industry. This demonstrates some interest for such products within the Dutch housing construction, specialty flooring and home improvement markets.

Among Western European countries, the Netherlands is Canada's 5th largest customer for housing sector exports, totalling US\$53 million in 1995 for the selected group of products. This is a 44 percent increase over 1992. The Netherlands is a significant market for housing-related products with total imports valued at US\$3.3 billion in 1995 (which is worth approximately 75 percent of the U.K. market value, Canada's top customer), a 5-percent increase over 1992. Overall, Canada's

import market share in the Netherlands grew from 1 percent in 1992 to 2 percent in 1995. The Netherlands appears to be a developing market for Canadian companies.

The commodities listed in Table 2 accounted for the bulk of Canadian exports to the Netherlands in 1995.

Table 2:
1995 Canadian Exports' by Category

Sawn coniferous	US\$22.4 million
Non-coniferous wood	US\$5.6 million
Plywood	US\$5.5 million

Trade activity for manufactured housing products is on the rise (1995 in comparison to 1992) but remains limited, as shown in Table 3.

Table 3:
Trade Activity for Manufactured Housing Products

Electric signalling apparatus	234 percent*	US\$2 million
Plastic builders' ware	76 percent	US\$2 million

* a 35 percent decrease over the previous year

Canada's stronger positions are in the following categories:

- plywood, with a 6-percent import market share in 1995 (compared to 5 percent in 1992); and
- sawn coniferous wood, with a 1.4-percent import market share in 1995 (same as in 1992).

Opportunities

The Dutch housing market is a mature market for wood-frame housing. There is optimism regarding an increase in the use of wood in housing construction, when properly mixed with concrete elements to meet local appeal. There are also potential opportunities for hardwood lumber and flooring as well as value added softwoods.

Since the Netherlands significantly relies on imports for certain product categories, there is significant potential for Canadian exporters. In 1995, the Netherlands imported US\$600 million of

sawn coniferous wood (softwood lumber) and US\$327 million of sawn non-coniferous wood (hardwood lumber). Other major imports included builders' joinery (US\$171 million), wood particle board (US\$231 million), as well as plywood.

**Table 4:
Major Imports in the Netherlands and
Associated Trade Partners**

Products	1995 Imports US\$ (million)	Three Main Partners in 1995
Sawn coniferous wood	600	Sweden, Finland, Germany
Sawn non-coniferous wood	327	Malaysia, U.S., Belgium
Particle board of wood	231	Belgium, Germany, U.K.
Kitchen furniture made of wood	198	Germany, Belgium, France
Builders' joinery	171	Belgium, Indonesia, Sweden
Air conditioning units (other than wall-type)	140	Germany, U.K., Japan
Plastic builders' ware	134	Germany, Belgium, China
Plywood	96	U.S., Finland, Belgium
Electric signalling apparatus	93	Germany, Japan, U.K.

There is some potential for electric signalling apparatus (imports reached US\$93 million in 1995) and plastic builders' ware (US\$134 million in 1995).

Wood kitchen furniture (total imports were US\$198 million in 1995) and air conditioning units other than wall-type may also present some opportunities, although European consumer tastes and a strong European industry should be kept in mind with regard to kitchen furniture. Current moves to limit lumber imports to product which can be shown to be sustainably produced may create opportunities for Canadian producers of lumber from "certified" Canadian Forests. Table 4 illustrates these major imports.

Strategic Approach

Canadian exporters contemplating the Dutch market must first comply with local housing characteristics. The market requires frequent and continuous attention. Consideration should be given to developing an association with a local partner, such as a builder or architect, who is familiar with the local regulations that are quite strict.

BUSINESS ENVIRONMENT

Business Customs

The Dutch market is a highly competitive market and Canadian exporters must keep certain factors in mind to achieve maximum success. The “golden keys” of customary business is courtesy, especially replying promptly to requests for price quotations and to orders. These are a prerequisite for exporting success. In general, European business executives are more conservative than their North American counterparts; therefore, it is best to refrain from using their first names until a firm relationship has been formed. Friendship and mutual trust are highly valued, and once a foreigner has earned this trust, a productive working relationship can usually be counted upon.

Dutch buyers appreciate quality and service and are also interested in delivery price. Care must be taken to assure that delivery dates are closely maintained and that after-sales service is promptly honoured. The Dutch and Europeans in general, are concerned that after placing an order with a North American supplier, the delivery date will not be honoured. While there are numerous factors that may interfere with prompt shipment, the Canadian exporter must allow for additional shipping time and keep in close contact with the buyer. It is much better to quote a later delivery date that can be guaranteed than promise an earlier delivery that is not completely certain.

Canadian exporters should maintain close liaison with distributors and customers to exchange information and ideas. In most instances, mail, fax, or telephone communication is sufficient, but the understanding developed through periodic personal visits is the best way to keep distributors apprised of new developments and to resolve problems quickly. Prompt acknowledgement of correspondence by airmail or fax is recommended.

Foreign travellers must have a valid passport. No visa is required for Canadian citizens visiting the Netherlands for less than 3 months, but one is required for longer periods. A Canadian citizen entering the Netherlands for permanent residence must register as soon as possible after entering the country. Canadians planning to work in the country

must first obtain a work permit. The permit must be presented to immigration officers upon arrival. Such permits must be obtained by the Dutch employer and are usually granted only for specialized work. Management and skilled workers have no difficulty in obtaining work permits.

The table below shows the official statutory holidays when most commercial offices and banks are closed. Certain other days are celebrated as holidays within local jurisdictions.

**Table 5:
Holidays**

January 1	New Year's Day
March/April	Good Friday
March/April	Easter Monday
May	Whit Monday
May 16	Ascension Day
December 25	Christmas Day
December 26	Second Christmas Day

Business Infrastructure

English can usually be used in commercial correspondence. However, not all Dutch understand English and for retail products, it is essential to provide advertising, labelling, and use instructions in Dutch. If such literature cannot be provided, the Canadian exporter should work with the Dutch importer or distributor to have the products labelled in the Netherlands.

While language barriers pose no problems, some expressions and terms may have different meanings from those in Canada. To assure better understanding, it is well to define unfamiliar terms in commercial activities. By reference and the use of INCOTERMS in an agreement, both parties will be using the established international set of commercial terms which helps to reduce possible misunderstandings and promotes fair dealing.

Housing is often difficult to find and rents vary widely. Family housing of a size to which Canadians are accustomed will be expensive in or near the larger cities. In many areas, furnished quarters are easier to find than unfurnished quarters. The term “unfurnished” must be taken

literally. The tenant must often provide electric fixtures, stove, refrigerator, water heater, and wardrobes. Usually, the owner accepts responsibility only for exterior repairs; interior maintenance and repairs are usually at the tenant's expense. It might be necessary to engage a real estate agent (makelaar), although fees are high. A municipal housing permit is required to occupy certain houses and apartments; the landlord can advise you on this. Be aware that a verbal commitment can be considered a legally binding contract in the Netherlands.

Rental automobiles are available at numerous locations. An international or state driving licence is acceptable. Cars are driven on the right-hand side of the road. The national roads and highways are excellent. Newcomers may find driving in town a little disconcerting because of the many cyclists who often make unexpected turns or must be passed at close range. Some city streets have special bicycle paths. Right-of-way is that of the vehicle entering from the right unless the vehicle is coming out of a driveway. Roads posted with orange diamonds do not have to yield the right-of-way. The speed limit in the cities is 50 km per hour and on highways about 120 km per hour.

Most cities in the Netherlands have good public transportation systems (e.g., trains, buses, streetcars). The prices are reasonable. Taxis are available everywhere and the fare is comparable with other European cities.

Medical services are excellent and hospitals compare with those in Canada. Common medical needs are readily obtained, and special supplies are normally available on short notice. An international certificate of vaccination is not required for travellers from Canada. Drinking water is excellent, most pharmaceuticals are available, and sanitation is at Canadian standards.

The basic monetary unit is the Dutch guilder or florin (usually indicated as Dfl. Nfl. or as f). The guilder is issued in paper notes of Dfl. 1,000, 250, 100, 50, 25 and 10. Coins are issued in units of Dfl. 5, Dfl. 2,50, Dfl. 1,00, 25c, 10c and 5c.

With the ease of telephone communications, international calls are frequently the best method of arranging appointments and maintaining solid commercial relations. The Dutch are usually adept

at handling business calls in English, but be prepared to expect some language problems. The time zone for the Netherlands is Greenwich mean time +1, or 6 hours ahead of the Canadian eastern standard time (EST + 6 hours). Fax machines have increased the speed and ease of international communications and should be used to maintain strong business ties.

The electric current is alternating current, 50 cycle, 220 volts.

North American appliances, such as electric shavers or hair dryers, do not work and will be damaged if used without a converter.

Conservative business attire is recommended at all times.

Business appointments are also required and visitors are expected to be punctual.

Distribution and Sales Channels

The introduction of products into the Dutch market is uncomplicated and may be achieved by several methods. Product representation throughout the Netherlands is facilitated by the compact market and may be achieved with any of the following distribution methods to cover the entire area, depending on the expected sales volume, product support requirements, and marketing techniques. However, these methods must be applied, being mindful of the advantages a local representative would have in serving the home market:

- establishing a sales office to serve the entire country and provide a distribution base for Western Europe;
- selling through an agent or distributor whose activity may cover specified areas, the entire Benelux, or include European sales;
- selling through established wholesalers or dealers; and
- selling directly to department stores, chains, retailer cooperatives, consumer cooperatives, or other purchasing organizations.

Finding a Partner

The Netherlands is one of the most densely populated countries in the world, with an average of 958 inhabitants per square mile in 1994. This

population density compares to 848 inhabitants per square mile for Belgium, 830 for Japan, 613 for the United Kingdom, 583 for Germany, and 70 for the United States. The most densely populated region in the Netherlands is called the Randstad. This region comprises the key marketing areas of Utrecht, Amsterdam, The Hague, and Rotterdam. The Randstad is compact, homogeneous, and easily accessible.

Areas outside of the Randstad, including the provinces of Gelderland, Noord Brabant, and the northern provinces have more land available for larger commercial operations. Other benefits include less congestion, and the availability of financial assistance at some locations.

Distances in the Netherlands are short: from Groningen, the most northerly major city, to Maastricht, at the southern tip, is 320 km by road. The distance from Rotterdam to Enschede, located near the German border, is about 192 km. Transportation is excellent by road, rail, and the numerous canals and rivers. Shipments to any point in the country can reach their destination with ease.

The Netherlands has a variety of experienced importers, sales agents, and distributors well versed in international trade. A large portion of the goods is handled by importers who purchase for their own account and distribute throughout the country and Europe. Because of the size, accessibility, and competitive nature of the Dutch market, importers often insist on an exclusive distributorship. If the importer is a well-qualified and experienced firm, an exclusive distributorship often yields the best results. Wholesalers constitute an important segment of the importers doing business in this manner. They are the primary source of supplies for the small- and medium-sized retail outlets, which often find it impossible to buy directly from manufacturers that require large orders.

Purchasing associations are formed by independent retailers.

These associations combine purchasing power and operate their own warehouses, thus performing a function similar to the wholesaler.

There are many commission agents and brokers in the Netherlands serving the domestic and

European markets. A Dutch representative can often provide an excellent starting point in exporting to Europe. Dutch firms can easily handle the logistics, linguistics, adaptations, and stocks on behalf of Canadian firms.

If the product normally has a high sales volume and low profit margin, the Dutch prefer to deal directly with the manufacturer.

Sales to a department store, chain store, or end-user often give best sales results, but in turn require greater promotional effort by the Canadian exporter to achieve. The direct sales method eliminates the added shipping and warehousing expenses, but the Canadian exporter and Dutch importer must handle the shipping formalities and work harder to ensure a successful business relationship.

Since the Netherlands represents a compact market, foreign firms customarily have one exclusive representative for the entire country, but it is common for the representative to appoint sub-agents to cover certain sectors of the market if sales volumes and profit margins warrant it.

Joint Ventures and Licensing

Joint venture and licensing agreements are commonly used in the Netherlands. The privatization of state-owned companies in the Netherlands, including the PTT and public transport systems has further stimulated the potential for Canadian firms to enter into joint venture partnerships with Dutch companies.

Establishing an Office

The Netherlands offers extensive public and private sector support for companies looking to invest in the Netherlands or establish offices in the Netherlands.

The following are the most common forms of incorporation:

- **Private Company (Besloten Vennootschap met beperkte aansprakelijkheid or BV):** The private company or BV is the most common form of business organization in the Netherlands. This form of organization is similar to the NV (Corporation), but has a more closed character as shown by differences in the legal provisions concerning shares and

lack of regulations requiring disclosure of annual accounts.

- The shares of a BV must be registered, but cannot be sold on the stock market or offered for public subscription. Usually, the BV bylaws are written to restrict the transfer of shares. For example, a shareholder may transfer shares only to a very limited category of relatives without the prior approval of the company oversight board established for that purpose without first offering the shares to other existing shareholders. The most important advantage of a BV is the lack of requirement to publish financial reports as a NV must do. However, firms in the insurance or banking sectors that have issued bearer bonds or certificates and that have its shares or bonds listed on the stock exchange must file financial reports.
- General Partnership (Vennootschap Onder Firma): In a general partnership, the individuals operate a business under a common name. The partners are the owners and managers of the firm and have unlimited liability. They are jointly and severally liable for any obligations of the firm. There are no requirements regarding capital or nationality of the partners who may be individuals or commercial entities. Transfer of an interest in the partnership must be approved by the other partners. Upon retirement or leaving the partnership, the partner remains responsible for any liabilities incurred by the firm before retirement or departure. A written partnership agreement is required by law with the rights and duties of the partners clearly stated.
- Limited Partnership (Commanditaire Vennootschap): A limited partnership is similar to a general partnership except that it has two kinds of partners: one or more general partners who are unconditionally liable for all the firm's activities and one or more limited partners who are not active in management of the firms and whose liability is limited to their capital contribution. A limited partner's name may not appear in the firm's name unless the limited partner was previously a general partner. A limited partner who does not

conform to these conditions will be considered a general partner with full liability. Limited Partnership with Shares (Commanditaire Vennootschap OP Aandelen) is similar to the limited partnership, except that the interests of the limited partners are represented by transferable shares.

- Cooperative (Cooperatie): The cooperative is a special type of entity formed to represent the collective interests of its membership, such as buying or selling, rather than primarily an establishment to make profits for investors. This type of association permits the free entry and exit of its members from the cooperative society. The organization's name must include the word cooperative (cooperatief) and must give a general indication of its purpose such as a consumer, dairy, or insurance cooperative. The cooperative name must also include the degree of liability its members are exposed to: WA, unlimited; BA, limited; or UA, no liability.
- Corporation (Naamloze Vennootschap or NV): The advantages of being a corporation (NV) in the Netherlands include the limited liability for shareholders, entering into contracts, ability to sue (and be sued), and transferability of shares.

Selling Factors and Techniques

The European Union has adopted legislation establishing the obligations and conditions of European agents and their foreign suppliers. The purpose of this legislation is to harmonize the laws and provisions of the member states governing the relations between commercial agents and their principals.

The directive establishes terms and conditions regarding the respective rights and obligations of the principal and the commercial agent, remuneration of the agent, and the conclusion and termination of the agency contract. To date, implementation of the directive has been slow, but Canadian firms entering into agency contracts in the European Union should be aware of the principles of the directive.

On a micro level, the following generalizations can be made about the Dutch consumer:

- the Dutch are price-sensitive but demand quality;
- they are not impulse buyers;
- clever packaging plays a minor role in influencing shoppers;
- advertising tends to be informative and not creative; and
- the Dutch speak their minds and will not waste your time or theirs if they are not interested in your product.

Advertising and Trade Promotion

A full range of advertising media is available in the Netherlands. Numerous radio and television stations serve the country. The cable television system is available in most areas with the majority of the population having cable service.

There are numerous advertising agencies with a wide range of services. The large ones provide a full range of advertising services and are members of the Institute of Advertising Practitioners, which is closely associated with the American Association of Advertising Agencies.

Advertising agencies utilize every medium available to advertisers: direct mailings, press, radio, television, point-of-sale advertising, posters, and public transportation placards. Other promotional techniques, such as coupons, samples, premiums, and prizes, are also used. Laws covering gaming and lotteries as well as restrictive trade practices are strictly enforced by the government. Firms advertising and selling goods should obtain local advice regarding provisions of the laws and consumer acceptance of the promotional or marketing approach.

Dutch firms engaged in market research provide the usual range of services, including store audits, consumer surveys, product field testing, and attitude and motivation research. In general, if the advertising technique works well for your particular product line in Canada and elsewhere in Europe, the Dutch market should also be receptive to your theme but on a more reserved basis. There are differences, however, and local opinion should be obtained first for a specific strategy that calls for a major commitment of the marketing budget.

Exhibitions are a cost-effective method to enter a foreign market and meet a wide range of buyers interested in a particular industry sector. Sales professionals find that trade fairs attract extensive buyer attendance and can frequently be used to gauge acceptance and pricing of new products and to observe the competition. In the course of a few days, a new market entrant may be able to generate more qualified and motivated prospects than by using any other sales approach. New products are frequently introduced at trade shows so that competitive products can be identified and evaluated as they emerge in the market-place, thus providing important marketing information. Fairs are particularly useful for introducing a new product to the market or for finding an agent, distributor, or representative.

Pricing Products

The Netherlands is an extremely competitive market with high receptivity to North American goods. When pricing products for sale in the Netherlands, Canadian exporters should be aware of additional costs which can reduce profit margins below those available in Canada.

A value-added tax of 17.5 percent is charged on the majority of goods sold in the Netherlands. Imported goods are also subject to customs duty. The costs of transportation, freight forwarding and customs brokerage charges will further diminish margins, as will commissions to agents and distributors. Commissions are generally higher in the Netherlands than in Canada, as are retailers' profit margins.

As is the case in Canada, pricing of product depends on a myriad of variables including: channel of distribution, product, season, consumer receptivity, economic climate, and so forth.

Sales Service and Customer Support

The Dutch can purchase from international sources and expect well-designed, high-quality products, with efficient after-sales service. An effective servicing system should also be incorporated into distribution plans.

The Canadian exporter would be ill-advised, after having appointed a representative firm, to provide only product literature and samples and then

expect to have good sales results. Regular communications and visits to the representative, particularly when newly appointed, by seasoned sales personnel or company technicians can reveal information on market developments and assist in the solution of any problems. Regular submission of sales reports can be a vital link to analyzing sales results and identifying potential problems before a serious one occurs.

Selling to the Government

It is almost impossible for Canadian companies to sell to the Dutch government without local representation. All public sector procurement tenders over the threshold amount of 5 million ECU (US\$4.3 million) are published both in the EU Journal and the Dutch Government Gazette (Staatscourant). Companies interested in identifying and bidding on government procurement opportunities under this amount will have to contact the individual Dutch ministries directly. A well-connected local representative is vital in this process.

Protecting Your Intellectual Property

The Netherlands has legislation for the protection of patents, trademarks, and industrial designs. It is a member of the Paris Union, which adheres to the International Convention for the Protection of Industrial Property. Detailed information and applications for patents, registration of trademarks, and for design protection should be obtained from: Patents Council, Octrooiraad, Patentlaan 3, 2288 EE Rijswijk (ZH).

The Netherlands is a signatory to the European Patent Convention, which provides for a centralized European-wide patent protection system. The European Patents Act of 1977 provides increased legal protection, a patents court, and guidelines for compensation of an inventor.

The European Patent Convention has simplified the process for obtaining patent protection in the EU member states. Under the European Convention, an applicant for a patent is granted a pre-examined 15-year, non-renewable European patent that has the effect of a national patent in all 16 countries that are signatories of the convention, based on a single application to the European Patent Office. This procedure should expedite the

granting of patents. However, infringement proceedings remain within the jurisdiction of the national courts, which could result in some divergent interpretations. For information, write to the European Patent Office, Motorama-Haus, Rosenheimer Strasse 30, Munich, Germany.

Need for Local Legal Assistance

While it is important to obtain specific legal advice on appointing an agent or distributor, some general guidelines follow. All agent agreements should be in writing and state if it is an exclusive arrangement. Termination of the relationship is the single main area that most frequently causes problems for Canadian exporters. Generally, the civil codes protect the interests of the representative. In the absence of termination provisions in a written agreement, the law provides for a minimum notice of termination of 4 months. Parties may agree to other terms, provided the notice of termination is not less than 1 month and up to 6 months, depending on the duration of the agency relationship. An agreement with a definite period terminates on the agreed expiration date. If the parties continue to operate under the agreement after that date, the agreement is usually deemed extended for a further identical period but not for more than a year. If the Canadian principal wants to terminate the relationship, notice of termination should be given, even with definite term contracts.

The termination of an agreement without the required notice makes a principal liable for compensation. The agent could seek to claim the amount of the commissions that would have been earned during the termination period or for the amount of actual damages suffered. In exceptional cases, and only for just cause (such as competition or fraud), an agreement may be terminated without notice provided the other party is immediately advised of the reason. In such cases, the courts may be requested to terminate the contract.

At the expiration or termination of an agreement, by whatever means, an agent who has increased the value of the business is entitled in principle, to an adequate remuneration which cannot exceed the average of the commissions in one year. Such claims by agents are subject to an expiration term of one year.

Regulatory Issues

The Netherlands applies the EU tariffs (customs duties), which are based on the international Harmonized System (HS) of product classification. Duty rates on manufactured goods from Canada generally range from 5 to 8 percent and are usually based on the c.i.f. value of the goods at the port of entry. The c.i.f. value is the price of the goods (usually the sales price) plus packing costs, insurance, and freight charges to the port of entry. Most raw materials enter duty-free or at low rates.

Relatively few trade complaints are registered by Canadian firms against Dutch firms. The Dutch tendency to support a "level playing field" in trade matters and their depth of experience in trade positions them as genuine "neutral" traders of Europe.

Canadian companies locating in the Netherlands, however, will come up against a complex business culture, in which companies, trade unions, government bodies and industry associations engage in constant and close consultations. This comes, in part, from the traditional Dutch emphasis on achieving consensus and avoiding conflict in this small and densely populated country.

There is also a growing trend, particularly in larger government procurement, to "buy European" if not Dutch. The Dutch consider themselves to be good Europeans and, from a practical point of view, they see political advantages in buying European, especially when all else is relatively equal in a bid competition. In this regard, local representation is almost essential for Canadian companies hoping to have a real chance to win major government contracts. A joint venture with a Dutch or European partner may, in some cases, improve the Canadian company's competitive position. Companies looking to compete on Dutch government procurement should contact the Commercial section at the Embassy early on in the process for guidance, particularly if there are political or "level playing field" issues which might arise.

EDC Financial Risk Assessment

The Export Development Corporation (EDC) helps Canadian companies compete in world

markets through the provision of financial and risk management services. These include export credit insurance, financing to foreign buyers of Canadian goods and services, and guarantees.

The following information was obtained from the EDC Country Risks and Opportunities book (fall, 1996).

Current Market Conditions

Economic growth in the Netherlands was curtailed in 1996 by the German recession. Overall economic growth of just 1.7 percent was expected in 1996. Recession in the German and French economies earlier in the year and the incumbent drop in industrial production contributed to this slowdown. Growth of 2.3 percent is forecast for 1997.

Domestic demand will remain one of the key growth sectors for the Dutch economy. Employment activity continues to remain strong bolstering consumption activity. Both retail sales and new car registrations have registered decent growth this year. Tighter qualifying rules for social benefits will continue to push workers back into the labour force. Continued modest wage growth in the 2-percent range is expected to support an equivalent growth in consumer spending in 1996 and 1997. Recent declines in consumer confidence levels are expected to be offset by government initiatives aimed at reducing hiring costs.

Meeting the Maastricht target on deficit will be easy for the Netherlands, however the debt target will be missed. The government deficit, currently at 3.7 percent of GDP, is expected to fall well below the 3 percent target level set in the Maastricht Treaty for 1997. This is a rarity in Europe these days as most governments are expected to struggle greatly with this goal. This will allow further monetary easing and even some tax concessions to business and persons while at the same time paying down some accumulated debt. The trend towards slower growth in investment growth however is expected to continue as businesses adopt a wait and see attitude on the path of the European economy. Overall investment was forecast to expand by 4 percent in 1996 slowing in 1997 and highlights this uncertainty as businesses lower the levels of planned capital expenditure.

Canadian exports of wood pulp and aircraft parts will fail to maintain their current levels. Key Canadian exports of wood and some aircraft parts have been negatively affected by events over the past year. The demise of the airplane manufacturer Fokker in 1996 removed a key buyer of Canadian aeronautical exports. Wood pulp markets also took a nose dive in 1996 and as such the value of these exports has diminished markedly. Some slight depreciation of the Canadian dollar versus the guilder is expected to help moderate these effects and boost the price competitiveness of Canadian exports.

Credit Quality Trends

Bankruptcies in the Netherlands continue on a downward trend in 1996 but at a slower rate. The number of bankruptcies continued to decline in 1996 despite slower growth in the Dutch economy. According to Dun & Bradstreet, failures over the first half of 1996 totalled 3,628, down by 6.4 percent over levels the previous year. Furthermore, preliminary data for the months of July and August suggest that the trend is continuing, although at a slower pace. Given this improved performance, it is estimated that just over 5,800 bankruptcies will be recorded this year, a decline of 5.6 percent over 1995 levels. Of particular contrast is the building industry where a sharp increase in failures stands out as countering the general trend. Similarly furniture, decorating, and painting establishments have also recorded an increase in failures. A survey of Dutch businesses shows that payment delays are also on the

increase. Over 48 percent of companies surveyed report that invoices are being paid on average fifteen days past the due date. With the economic recovery in Europe expected to slow somewhat in 1997 these payment delays can be expected to continue if not increase.

Government initiatives have reduced employment costs but a strong currency has muted these benefits. Government reforms of the labour market have been specifically targeted at maintaining the international competitiveness of Dutch exporters. The pattern of moderate wage growth that began in 1994 has continued and this has also helped offset some of the negative effects that the appreciation of the Dutch guilder had on the competitiveness of Dutch business. After having posted earnings growth of close to 20 percent in 1995, Dutch companies are expected to feel the pinch of a weaker European economy. As a result, earnings were forecast to increase by less than 14 percent in 1996. The strong performance of the guilder has allowed the Dutch central bank to cut its key lending rate frequently over the past year. This has lowered financing cost for Dutch businesses but has as yet to spawn any sort of investment boom. It is expected that the return to a tighter monetary policy will only occur if the Bundesbank raises their key lending rates first.

Collection Experience

Open account trading terms are the norm in the Netherlands. The overall collection experience is good. There are no credit or financial issues.

CONTACTS

Canada Mortgage and Housing Corporation

Housing Export Centre

700 Montreal Road
Ottawa, Ontario K1A 0P7

Tel.: 1-800-465-6212 or
(613) 748-2000
Fax: (613) 748-2302

Canadian Government Departments and Services

Department of Foreign Affairs and
International Trade (DFAIT)

InfoCentre
Lester B. Pearson Building
125 Sussex Drive
Ottawa, ON K1A 0G2

Tel.: 1-800-267-8376 or
(613) 944-4000
Fax: (613) 996-9709
FaxLink: (613) 944-4500
InfoCentre Bulletin Board:
Tel.: 1-800-628-1581 or
(613) 944-1581

Europe Trade Division
Western Europe (REE)
125 Sussex Drive
Ottawa, ON K1A 0G2

Tel.: (613) 996-7544
Fax: (613) 995-5772

Canadian Commercial
Corporation (CCC)

50 O'Connor Street, 11th Floor
Ottawa, ON K1A 0G2

Tel.: (613) 996-0034
Fax: (613) 995-2121

Canadian Embassy in Netherlands

Sophialaan 7
2514 JP The Hague
Kingdom of the Netherlands

Tel.: (011-31-70) 311-1600
Fax: (011-31-70) 311-1682

International Trade Centres

Newfoundland

International Trade Centre
P.O. Box 8950
Atlantic Place
215 Water Street
Suite 504
St. John's, NF A1B 3R9

Tel.: (709) 772-5511
Fax: (709) 772-5093

Prince Edward Island

International Trade Centre
P.O. Box 1115
Confederation Court Mall
134 Kent Street
Suite 400
Charlottetown, PE C1A 7M8

Tel.: (902) 566-7443
Fax: (902) 566-7450

Nova Scotia

International Trade Centre
P.O. Box 940, Station M
1801 Hollis Street
Halifax, NS B3J 2V9

Tel.: (902) 426-7540
Fax: (902) 426-5218

New Brunswick

International Trade Centre
1045 Main Street
Unit 103
Moncton, NB E1C 1H1

Tel.: (506) 851-6452
Fax: (506) 851-6429

Quebec

International Trade Centre
5 Place Ville-Marie
Seventh Floor
Montreal, PQ H3B 2G2

Tel.: (514) 283-6328
Fax: (514) 283-8794

Ontario

International Trade Centre
Dominion Public Building
1 Front St. West
Fourth Floor
Toronto, ON M5J 1A4

Tel.: (416) 973-5053
Fax: (416) 973-8161

Manitoba

International Trade Centre
P.O. Box 981
330 Portage Avenue
8th Floor
Winnipeg, MB R3G 2V2

Tel.: (204) 983-5851
Fax: (204) 983-3182

International Trade Centres (cont'd)

Saskatchewan	International Trade Centre The S.J. Cohen Building 119-4 th Avenue South Suite 401 Saskatoon, SK S7K 5X2	Tel.: (306) 975-5315 Fax: (306) 975-5334
Alberta <i>* Edmonton office is also responsible for Northwest Territories</i>	International Trade Centre Canada Place 9700 Jasper Avenue Room 540 Edmonton, AB T5J 4C3 510-5th Street S.W. Suite 1100 Calgary, AB T2P 3S2	Tel.: (403) 495-2944 Fax: (403) 495-4507 Tel.: (403) 292-4575 Fax: (403) 292-4578
British Columbia <i>*Vancouver office is also responsible for the Yukon</i>	International Trade Centre 300 West Georgia Street Suite 2000 Vancouver, BC V6B 6E1	Tel.: (604) 666-0434 Fax: (604) 666-0954

Export Development Corporation (EDC)

Ottawa	151 O'Connor Street Ottawa, ON K1A 1K3	Tel.: (613) 598-2500 Fax: (613) 237-2690
Vancouver	One Bentall Centre 505 Burrard Street Suite 1030 Vancouver, BC V7X 1M5	Tel.: (604) 666-6234 Fax: (604) 666-7550
Calgary	510-5th Street S.W. Suite 1030 Calgary, AB T2P 3S2	Tel.: (403) 292-6898 Fax: (403) 292-6902
Winnipeg <i>*office also serves Saskatchewan</i>	330 Portage Avenue Eighth Floor Winnipeg, MB R3C 0C4	Tel.: (204) 983-5114 Fax: (204) 983-2187
Toronto	National Bank Building 150 York Street Suite 810 P.O. Box 810 Toronto, ON M5H 3S5	Tel.: (416) 973-6211 Fax: (416) 862-1267
London	Talbot Centre 148 Fullarton Street Suite 1512 London, ON N6A 5P3	Tel.: (519) 645-5828 Fax: (519) 645-5580
Montreal	Tour de la Bourse 800 Victoria Square Suite 4520 P.O. Box 124 Montreal, PQ H4Z 1C3	Tel.: (514) 283-3013 Fax: (514) 878-9891
Halifax	Purdy's Wharf, Tower 2 1969 Upper Water Street Suite 1410 Halifax, NS B3J 3R7	Tel.: (902) 429-0426 Fax: (902) 423-0881

Netherlands Government Offices in Canada

Royal Netherlands Embassy	275 Slater Street 3rd Floor Ottawa, ON K1P 5H9	Tel.: (613) 237-5030 Fax: (613) 237-6471
Consulate of the Netherlands	10020-101A Avenue Suite 930 Edmonton, AB T5J 3G2	Tel.: (403) 428-7513 Fax: (403) 424-2053
Consul General of the Netherlands	1245 rue Sherbrooke ouest Suite 1500 Montreal, PQ H3G 1G2	Tel.: (514) 849-4247 Fax: (514) 849-8260

Netherlands Government Offices in Canada (cont'd)

Consul General of the Netherlands	1 Dundas St. West Suite 2106 Toronto, ON M5G 1Z3	Tel.: (416) 598-2520 Fax: (416) 598-8064
Consul General of the Netherlands	475 Howe Street Suite 821 Vancouver, BC V6C 2B3	Tel.: (604) 684-6448 Fax: (604) 684-3549

Multilateral Organizations

World Bank	Washington, DC 20433 U.S.A.	Tel.: (202) 477-1234 Fax: (202) 477-6391
Office for Liaison with International Financial Institutions	Canadian Embassy 501 Pennsylvania Avenue N.W. Washington, DC 20001	Tel.: (202) 682-7719 Fax: (202) 682-7726

Business and Professional Organizations in Canada

Canada-Netherlands Chamber of Commerce — Atlantic Canada Chapter	1801 Hollis Street Suite 2100 Halifax, NS B3J 2X6	Tel.: (902) 429-4111 Fax: (902) 429-8215
Canada-Netherlands Chamber of Commerce — Ontario Chapter	34 King St. East Suite 1100 Toronto, ON M5C 2X8	Tel.: (416) 368-0350 Fax: (416) 368-7231
Canada-Netherlands Chamber of Commerce — Quebec Chapter	300 St. Sacrament Street Suite 304 Montreal, PQ H2Y 1X4	Tel.: (514) 847-2223 Fax: (514) 288-9183
Canada-Netherlands Chamber of Commerce — Western Canada Chapter	470 Granville Street Suite 1007 Vancouver, BC V6C 1V5	Tel.: (604) 688-5017 Fax: (604) 684-7194
Alliance of Manufacturers and Exporters Canada	99 Bank Street, Suite 250 Ottawa, ON K1P 6B9	Tel.: (613) 238-8888 Fax: (613) 563-9218

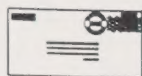
Major Dutch Banks in Canada

ABN AMRO Bank Canada	PO Box 114, 15th Floor Aetna Tower, TD Centre Toronto, ON M5K 1G8	Tel.: (416) 367-0850 Fax: (416) 367-1485
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Canadian Banks with European Regional Offices


Bank of Montreal	D-6000 Frankfurt am, Main 17 Ulmenstrasse 37-39 Frankfurt, Germany 710104	
Canadian Imperial Bank of Commerce European Operations Office	Cottons Centre Cottons Lane London, SE1 2QL, England	Tel.: (011-441-71) 234-6000
National Bank of Canada Europe Regional Office	Princes House 95 Gresham Street London, England EC2V 7LU	
Royal Bank of Canada AG	PO Box 71 07 14 Lyonner Strasse 15 60497 Frankfurt am Main, Germany	
The Toronto-Dominion Bank	Triton Court 14/18 Finsbury Square London, England EC2A 1DB	
Hongkong Bank of Canada	10 Lower Thames Street PO Box 506 London, England EC3R 6AE	

HOUSING EXPORT OPPORTUNITIES SERIES ORDER FORM



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Outside Canada call
1-613-748-2003



FAX TO
1-800-245-9274
 Outside Canada
1-613-748-2016

METHOD OF PAYMENT

Check only one (individuals must prepay all orders.)

CMHC
P.O. Box 35005
Stn BRM B
Toronto, ON
M7Y 6E5

Charge to VISA, American Express or MasterCard.

To avoid double billing,
please do not send
confirmation.

VISA, American Express,
and MasterCard.

To avoid double billing,
please do not send
confirmation. A fax will
be treated as an original order.

Please Print

Name		
Company or Organization	Position Title	
Address		
City	Province/State/Country	Postal/Zip Code
Telephone Number ()	Fax Number ()	

<input type="checkbox"/>	Please charge my	
	VISA <input type="checkbox"/>	American Express <input type="checkbox"/> MasterCard <input type="checkbox"/>
	Card Number	
	<div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div>	
	Expiry Date	
<div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div>		
Signature		
<div style="border-bottom: 1px solid black; height: 20px; width: 100%;"></div>		
<input type="checkbox"/>	Payment enclosed \$ _____	
	Please make cheque or money order payable to CMHC	

To Complete See Example on Reverse Side

[illegible]

<p align="center">SOURCE (How did you hear about the product?)</p> <p>TV AD <input type="checkbox"/> <input type="checkbox"/> CATALOGUE</p> <p>NEWSPAPER <input type="checkbox"/> <input type="checkbox"/> FLYER/BROCHURE</p> <p>MAGAZINE <input type="checkbox"/> <input type="checkbox"/> OTHER</p>	Subtotal Column 3		A	<p align="center">Subtotal Column 5</p> <p>Refer to Shipping and Handling Charges on the back of this form for the shipping and handling amount.</p> <p align="center">SEE EXAMPLE ON REVERSE</p>
	<p>SHIPPING CHOICE</p> <p>Regular Mail <input type="checkbox"/> Courier <input type="checkbox"/></p>	<p>ADD Shipping & Handling</p>	B	
	Subtotal (Add A + B)		C	
<p align="center">U.S. AND INTERNATIONAL ORDERS Please pay subtotal C in U.S. Funds (do not add GST or PST)</p>	<p>Registration #100756428</p>	<p>ADD GST (7% of subtotal C)</p>	D	
	Subtotal (Add C + D)		E	
	<p>Quebec residents add PST (6.5% of Subtotal E)</p>		F	
	Total (Add E + F)		G	

Shipping and Handling Charges

Points	Canada Regular Rates	Canada Courier Rates	U.S. Regular Air Rates	U.S. Courier Rates	International Regular Air Rates	International Courier Rates	Europe Courier Rates
1	2.55	5.00	5.00	11.00	7.00	24.00	19.00
2	3.65	8.00	6.50	14.00	9.00	30.00	25.00
3 to 5	5.80	11.07	8.11	30.75	12.18	63.75	47.75
6 to 10	6.18	11.07	12.46	34.75	20.61	88.75	55.75
11 to 20	6.43	12.35	18.08	42.75	38.77	118.75	71.75
21 to 40	6.94	14.90	23.81	58.75	64.65	193.75	103.75
41 to 60	7.44	17.62	29.48	74.75	68.12	253.75	129.75
61 to 80	7.95	20.51	35.15	90.75	117.36	313.75	149.75
81 to 100	8.45	23.35	40.92	106.75	146.60	373.75	169.75
101 to 120	8.96	26.20	46.59	120.75	166.71	433.75	189.75
121 to 140	9.46	29.05	52.31	134.75	184.72	493.75	209.75
141 to 160	9.97	31.90	58.00	148.75	207.45	553.75	229.75
161 to 180	10.47	34.75	63.71	162.75	228.92	613.75	249.75
181 to 200	10.98	35.60	69.38	176.75	250.29	658.75	269.75
201 to 220	11.48	40.45	75.05	190.75	N/A	718.75	289.75
221 to 240	11.99	43.30	80.72	204.75	N/A	778.75	309.75
241 to 260	12.49	46.15	86.49	218.75	N/A	838.75	329.75
261 to 280	13.00	49.00	92.21	232.75	N/A	901.75	349.75
281 to 300	13.50	51.85	97.88	246.75	N/A	958.75	369.75
Estimated Delivery times	2-3 weeks	5-10 days	2-3 weeks	5-10 days	4-8 weeks	12 days	12 days

Prices Subject to Change

CMHC Return Policy

We will replace damaged materials and correct shipping errors if we are notified within thirty days after you receive your shipment. If an item is not defective or not mistakenly shipped, then it must be returned by you at your cost within thirty days of receipt. It must arrive here in resaleable condition for you to receive credit.

International Note: Most international return shipments arrive damaged. If you received damaged items, contact CMHC at (613) 748-2969. Please do NOT return the damaged items unless we ask.

Example: To complete order form and determine shipping and handling charges

ORDER NUMBER	REPORT TITLE <small>Please be sure the order number and report title match the listing</small>	1 QTY	2 ITEM AMOUNT \$	3 TOTAL AMOUNT 1 x 2	4 SHIPPING POINTS	5 TOTAL SHIPPING POINTS 1 x 4
NHA 8003	Brasil	1	35.-	35.-	3	3
NHA 8009	Western Europe	2	23.-	46.-	3	6
					3	
					3	
SOURCE <small>(How did you hear about the product?)</small>		Subtotal Column 3 A 81.-			Subtotal Column 5	9
TV AD <input type="checkbox"/> <input type="checkbox"/> CATALOGUE NEWSPAPER <input type="checkbox"/> <input type="checkbox"/> FLYER/BROCHURE MAGAZINE <input type="checkbox"/> <input type="checkbox"/> OTHER		SHIPPING CHOICE Regular Mail <input checked="" type="checkbox"/> Courier <input type="checkbox"/> ADD Shipping & Handling B 6.18			Refer to Shipping and Handling Charges on the back of this form for the shipping and handling amount.	
		Subtotal (Add A + B) C 87.18				
		Registration #100756428 ADD GST (7% of subtotal C) D 6.10				
		Subtotal (Add C + D) E 93.28				
U.S. AND INTERNATIONAL ORDERS <small>Please pay subtotal C in U.S. Funds (do not add GST or PST)</small>		Quebec residents add PST (6.5% of Subtotal E) F -				
		Total (Add E + F) G 93.28				

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